

KEY PERFORMANCE INSIGHTS

PIZZA SALES QUERY

TOTAL REVENUE GENERATED

select SUM(total_price) as total_revenue from pizza_sales

Results Messages	
	total_revenue
1	817860.05083847

AVERAGE ORDER VALUE

select SUM(total_price)/Count(Distinct order_id) as average_order_value from pizza_sales

Results Messages	
	average_order_value
1	38.3072623343546

TOTAL PIZZA SALES

SELECT SUM(quantity) as total_pizza_sales from pizza_sales

	total_pizza_sales
	49574

Query executed successfully.

TOTAL NO OF ORDERS PLACED

select COUNT(distinct order_id) as total_number_of_orders_placed from pizza_sales

	total_number_of_orders_placed
1	21350

Query executed successfully.

AVERAGE PIZZAS PER ORDER

select Cast(Cast(SUM(quantity) as decimal(10,2))/Cast(COUNT(distinct order_id) as decimal(10,2))as decimal(10,2)) as avg_pizzas_per_order from pizza_sales

	avg_order_placed
1	2.32

--daily trends

```
SELECT DATENAME(DW, order_date) as order_day , Count(distinct order_id) as  
no_of_orders_placed  
  
from pizza_sales  
  
group by DATENAME(DW, order_date)
```

	order_day	no_of_orders_placed
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

--hourly trends

```
select DATEPART(HOUR,order_time) as order_hour,Count(distinct order_id) as  
no_of_orders_placed  
  
from pizza_sales  
  
group by DATEPART(HOUR, order_time)  
  
order by DATEPART(HOUR, order_time)
```

	order_hour	no_of_orders_placed
1	9	1
2	10	8
3	11	1231
4	12	2520
5	13	2455
6	14	1472
7	15	1468
8	16	1920

PERCENTAGE OF SALES BY CATEGORY

```
select pizza_category ,cast(sum(total_price)as decimal(10,2)) as total_price,  
  
cast(sum(total_price)*100/(select sum(total_price) from pizza_sales) as  
decimal(10,2)) as percentage_total_sales  
  
from pizza_sales  
  
group by pizza_category
```

	pizza_category	total_price	percentage_total_sales
1	Classic	220053.10	26.91
2	Chicken	195919.50	23.96
3	Veggie	193690.45	23.68
4	Supreme	208197.00	25.46

--IF WE WANT ONLY FOR JANUARY

```
select pizza_category ,cast(sum(total_price)as decimal(10,2)) as total_price,
cast(sum(total_price)*100/(select sum(total_price) from pizza_sales WHERE
MONTH(order_date)=1) as decimal(10,2)) as percentage_total_sales
from pizza_sales
WHERE MONTH(order_date)=1
group by pizza_category
```

	pizza_category	total_price	percentage_total_sales
1	Classic	18619.40	26.68
2	Chicken	16188.75	23.20
3	Veggie	17055.40	24.44
4	Supreme	17929.75	25.69

PERCENTAGE OF PIZZA SALES BY PIZZA SIZE

```
select pizza_size ,cast(sum(total_price)as decimal(10,2)) as total_price,
cast(sum(total_price)*100/(select sum(total_price) from pizza_sales) as
decimal(10,2)) as percentage_total_sales
from pizza_sales
group by pizza_size
order by pizza_size desc
```

	pizza_size	total_price	percentage_total_sales
1	XXL	1006.60	0.12
2	XL	14076.00	1.72
3	S	178076.50	21.77
4	M	249382.25	30.49
5	L	375318.70	45.89

--IF WE WANT ONLY FOR 1st QUATER

```
select pizza_size ,cast(sum(total_price)as decimal(10,2)) as total_price,
cast(sum(total_price)*100/(select sum(total_price) from pizza_sales WHERE
DATEPART(QUARTER,order_date)=1) as decimal(10,2)) as percentage_total_sales
```

from pizza_sales

WHERE DATEPART(QUARTER,order_date)=1

group by pizza_size

	pizza_size	total_price	percentage_total_sales
1	L	95229.65	46.37
2	XXL	287.60	0.14
3	M	61159.00	29.78
4	XL	3289.50	1.60
5	S	45384.25	22.10

Total pizzas sold by category

select pizza_category , sum(quantity) as total_no_pizza_sold

from pizza_sales

group by pizza_category

	pizza_category	total_no_pizza_sold
1	Classic	14888
2	Chicken	11050
3	Veggie	11649
4	Supreme	11987

TOP 5 PIZZAS BY SALES

select TOP 5 pizza_name, sum(quantity) from pizza_sales

group by pizza_name

order by sum(quantity) desc

	pizza_name	(No column name)
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

BOTTOM 5 PIZZAS BY SALES

select TOP 5 pizza_name, sum(quantity) from pizza_sales

group by pizza_name

order by sum(quantity)

	pizza_name	(No column name)
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961